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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Spencer A. Rathus, et al.

Serial No.: TO BE ASSIGNED

Group Art Unit: TBA

Filed: January 25, 2001

Examiner: TBA

For: METHOD AND APPARATUS FOR
ACCESSING ELECTRONIC DATA
VIA A FAMILIAR PRINTED MEDIUM

Atty. Doc. No.: 660-023

Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

SUPPLEMENTAL PRELIMINARY AMENDMENT

Prior to substantive review of the subject application,
please amend as follows:

IN THE CLAIMS

Please cancel claims 1-167. Please add the following new
claims:

168. A system for displaying programming to a user, the system
comprising:

a printed photograph having at least one machine
recognizable feature;

a feature recognition unit having associated therewith
a means for recognizing said feature and a means
for transmitting a coded signal in response to the

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recognition of said feature;

an intelligent controller having associated therewith a
means for accessing said programming material in
response to receiving said coded signal; and
a display unit for presenting said programming
material.

169. A system as defined in claim 168 wherein said at least one
machine recognizable feature has associated therewith a data
link which is recognized by said feature recognition unit.

170. A system as defined in claim 169 wherein said data link
comprises an image data link.

171. A system as defined in claim 169 wherein said data link
comprises a video data link.

172. A system as defined in claim 169 wherein said data link
comprises a programming data link.

173. A system as defined in claim 169 wherein said data link

[illegible]

74. A system as defined in claim 169 wherein said data link comprises an on-line data link.

176. A system as defined in claim 169 wherein said data link comprises a pictorial data link.

178. A system as defined in claim 169 wherein said data link comprises an electronic media link.

180. A system as defined in claim 179 wherein said "information

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superhighway" data link comprises the internet.

181. A system as defined in claim 179 wherein said "information superhighway" data link comprises the world wide web.

182. A system as defined in claim 179 wherein said "information superhighway" data link comprises a computer network.

183. A system as defined in claim 179 wherein said "information superhighway" data link comprises an ISDN network.

184. A system as defined in claim 179 wherein said "information superhighway" data link comprises a telephone line.

185. A system as defined in claim 179 wherein said "information superhighway" data link comprises a CATV line.

186. A system as defined in claim 179 wherein said "information superhighway" data link comprises a local area network.

187. A system as defined in claim 179 wherein said "information

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superhighway" data link comprises a wide area network.

188. A system as defined in claim 179 wherein said "information superhighway" data link comprises a data communications network.

189. A system as defined in claim 179 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

190. A system as defined in claim 179 wherein said "information superhighway" data link comprises a globally based digital communications network.

191. A system as defined in claim 179 wherein said "information superhighway" data link comprises a wireless network link.

192. A system as defined in claim 179 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

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193. A system as defined in claim 179 wherein said "information superhighway" data link comprises an ethernet network.

194. A system as defined in claim 179 wherein said "information superhighway" data link comprises a RF cellular network.

195. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

196. A system as defined in claim 195 wherein said bar code comprises a Universal Product Code.

197. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible bar code.

198. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.

199. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

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200. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

201. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.

202. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.

203. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

204. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.

205. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.

206. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

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207. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

208. A system as defined in claim 207 wherein said invisible watermark comprises a digital watermark.

209. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

210. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

211. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

212. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

213. A system as defined in claim 168 wherein said at least one

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machine recognizable feature comprises a code.

214. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping product code.

215. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

216. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.

217. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.

218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

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219. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

220. A system as defined in claim in 168 wherein said programming material comprises information.

221. A system as defined in claim 220 wherein said information comprises information about the photographer of said photograph.

222. A system as defined in claim 220 wherein said information comprises photograph identification information.

223. A system as defined in claim 222 wherein said photograph identification information comprises the date of the photograph.

224. A system as defined in claim 222 wherein said photograph identification information comprises the time of the photograph.

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225. A system as defined in claim 222 wherein said photograph identification information comprises the location of the photograph.
226. A system as defined in claim 220 wherein said information comprises information about the owner of the photograph.
227. A system as defined in claim 220 wherein said information comprises information about the agency representing the photographer.
228. A system as defined in claim 220 wherein said information comprises information about related photographic works.
229. A system as defined in claim 220 wherein said information comprises information about purchasing said photograph.
230. A system as defined in claim 220 wherein said information comprises information about obtaining licensing rights to utilize said photograph in a printed medium.

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231. A system as defined in claim 220 wherein said information comprises information about obtaining licensing rights to utilize said photograph in an electronic medium.
232. A system as defined in claim 220 wherein said information comprises information about obtaining licensing rights to exhibit said photograph.
233. A system as defined in claim 220 wherein said information comprises information related to the subject matter of said photograph.
234. A system as defined in claim 220 wherein said information comprises information about art galleries exhibiting photographs.
235. A system as defined in claim 220 wherein said information comprises information about museums exhibiting photographs.
236. A system as defined in claim 220 wherein said information comprises information about the individuals depicted in said

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photograph.

237. A system as defined in claim 220 wherein said information comprises information about the photography techniques employed in producing said photograph.

238. A system as defined in claim 220 wherein said information comprises information about the photography equipment employed in producing said photograph.

239. A system as defined in claim 220 wherein said information comprises information about the developer of said photograph.

240. A system as defined in claim 220 wherein said information comprises information about the users of the photograph.

241. A system as defined in claim 220 wherein said information comprises information about the provenance of the photograph.

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242. A system as defined in claim 168 wherein said programming material comprises a service.
243. A system as defined in claim 242 wherein said service includes displaying promotional programming on said display unit of said user.
244. A system as defined in claim 242 wherein said service includes conducting an interaction with said user via a telephone.
245. A system as defined in claim 242 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.
246. A system as defined in claim 242 wherein said service includes establishing a communication link enabling a user to purchase said photograph.
247. A system as defined in claim 242 wherein said service includes establishing a communication link enabling a user

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to purchase a copy of said photograph.

248. A system as defined in claim 242 wherein said service includes establishing a communication link enabling a user to purchase related photographs.

249. A system as defined in claim 242 wherein said service includes establishing a communication link enabling a user to access a catalog of photographic images.

250. A system as defined in claim 242 wherein said service includes establishing a communication link enabling an individual to track the user of said photograph.

251. A system as defined in claim 242 wherein said service includes establishing a communication link enabling an organization to track the user of said photograph.

252. A system as defined in claim 242 wherein said service includes establishing a communication link enabling a user to forward a information about said photographs to others.

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253. A system as defined in claim 168 wherein said display unit comprises a personal computer.

254. A system as defined in claim 253 wherein said personal computer comprises a laptop computer.

255. A system as defined in claim 168 wherein said display unit comprises a television.

256. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

257. A system as defined in claim 256 wherein said device containing a microprocessor is hand-held.

258. A system as defined in claim 256 wherein said device containing a microprocessor is portable.

259. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.

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266. A system as defined in claim 168 wherein said display unit comprises a pager.

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267. A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

268. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

269. A system as defined in claim 268 wherein said recognition unit is linked to a personal computer.

270. A system as defined in claim 268 wherein said recognition unit is linked to a wireless interface.

271. A system as defined in claim 270 wherein said wireless interface comprises a wireless network.

272. A system as defined in claim 271 wherein said wireless network comprises a cellular network.

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273. A system as defined in claim 270 wherein said wireless interface comprises a cellular telephone.

274. A system as defined in claim 270 wherein said wireless interface comprises a pager.

275. A system as defined in claim 270 wherein said wireless interface comprises a wireless personal computer.

276. A system as defined in claim 270 wherein said wireless interface comprises a personal digital assistant.

277. A system as defined in claim 268 wherein said recognition unit is linked to a personal digital assistant.

278. A system as defined in claim 268 wherein said recognition unit is linked to an Internet appliance.

279. A system as defined in claim 268 wherein said recognition unit is linked to a television set.

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280. A system as defined in claim 268 wherein said recognition unit comprises a portion of a cellular telephone.

281. A system as defined in claim 268 wherein said recognition unit comprises a portion of a personal digital assistant.

282. A system as defined in claim 268 wherein said recognition unit comprises a portion of a remote control unit.

283. A system as defined in claim 268 wherein said recognition unit comprises a portion of a handwriting implement.

284. A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a
photograph;

scanning said machine recognizable feature of said
photograph; and

transmitting data associated with said machine
recognizable feature via a communication link to
access said programming material, wherein said

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programming material is related to said
photograph.

285. The method of claim 284 wherein said communication link
includes the Internet.

286. The method of claim 284 wherein said machine recognizable
feature is selected from a group consisting of bar code,
universal product code, invisible bar code, magnetic code,
printed character, symbol, icon, invisible indicia, two-
dimensional figure, icon, invisible icon, watermark,
invisible watermark, digital watermark, series of
alphanumeric characters, binary code, digital watermark,
magnetic strip, code, analog pattern, and hieroglyphic
character.

287. A method of providing a user access to supplemental
programming material associated with a photograph,
comprising the steps of:

imprinting a machine recognizable feature within said
photograph wherein said machine recognizable

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feature has associated therewith a command
sequence for accessing programming material;
scanning said machine recognizable feature within said
photograph and downloading data indicative of said
machine recognizable feature via the Internet to a
remote server;
accessing programming material from said remote server;
and
transmitting said programming material to said user
allowing said user to perceive said programming
material in a humanly perceivable form, wherein
said programming material is related to said
photograph.

288. The method of claim 287 wherein said programming material
comprises multimedia.

289. The method of claim 287 wherein said machine recognizable
feature is selected from a group consisting of a bar code, a
universal product code, invisible bar code, magnetic code,
printed character, symbol, icon, invisible indicia, two-

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dimensional figure, icon, invisible icon, watermark,
invisible watermark, digital watermark, series of
alphanumeric characters, binary code, digital watermark,
magnetic strip, code, analog pattern, and hieroglyphic
character.

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REMARKS

Applicant respectfully submits that claims 168-289 represent a patentable contribution to the art and the application is believed to be in good condition for allowance. Early and favorable action is respectfully requested.

Date: January 25, 2001

Respectfully submitted,



John W. Olivo, Jr.
Reg. No. 35,634
WARD & OLIVO
382 Springfield Avenue
Summit, New Jersey 07901
(908) 277-3333